

Application No.: 09/853,638
Response to OA of 06/15/05

Listing of the Claims

This listing of claims will replace all prior versions and listings of the claims:

1. (currently amended) A computer readable medium having instructions for causing a computer to execute a method for segmenting customers by promotion, said method comprising the steps of:

a) segmenting each customer in a plurality of customers into a segment in a plurality of segments for each promotion in a plurality of promotions, such that for a promotion there is a corresponding set of segments, wherein each segment in said set of segments represents a first respective group of customers having a certain response to said promotion; and

b) separating said plurality of customers into a plurality of meta-segments, wherein each meta-segment in said plurality of meta-segments represents a second respective group of customers sharing a same having a certain response to all promotions in said plurality of promotions; and

using the plurality of meta-segments to design a promotional campaign.

2. (currently amended) The method as recited in claim 1 ~~comprising the step of:~~

specifying a number of meta-segments based on customer demographics, wherein said customer demographics define characteristics of said plurality of customers.

3. (original) The method as recited in claim 2 wherein said number of meta-segments is specified such that the maximum number of customers are represented by said meta-segments.

4. (currently amended) The method as recited in claim 2 further ~~comprising the step of:~~

executing an algorithm for determining a number of customers in each meta-segment to receive a particular promotion.

5. (currently amended) The method as recited in claim 1 wherein said segmenting each

Application No.: 09/853,658
Response to OA of 06/15/05

~~customer of said step a)~~ is accomplished using a segmentation method selected from the group consisting of CART (Classification and Regression Tree), k-means, k-harmonic means and clustering.

6. (currently amended) The method as recited in claim 1 wherein said separating said plurality of customers comprises step b) ~~comprises the step of:~~

associating with each customer a vector representing a combination of a segment and a promotion.

7. (currently amended) A method of software execution for segmenting customers by promotion, said method comprising ~~the steps of:~~

a) receiving information for a customer describing said customer's response to each promotion in a plurality of promotions;

b) segmenting said customer into a segment for said each promotion, wherein for each promotion there is a corresponding set of segments, wherein each segment in said set of segments represents a first respective group of customers having a certain response to said promotion; and

c) placing said customer into a meta-segment in a plurality of meta-segments, wherein said meta-segment represents a second respective group of customers having a ~~common-certain~~ response to all promotions in said plurality of promotions; and

developing an advertising campaign with information from the meta-segments.

8. (currently amended) The method as recited in claim 7 further comprising ~~the step of:~~

selecting a subset of said meta-segments based on customer demographics, wherein said subset is limited to a specified number of meta-segments and wherein said customer demographics define characteristics of said plurality of customers.

9. (original) The method as recited in claim 8 wherein said subset of meta-segments is selected such that said specified number of meta-segments represents the maximum number of customers.

Application No.: 09/853,658
Response to OA of 06/15/05

10. (currently amended) The method as recited in claim 8 further comprising ~~the step of:~~
determining a particular promotion to be provided to said customer.

11. (currently amended) The method as recited in claim 7 wherein said segmenting said customer of said step b) is accomplished using a segmentation method selected from the group consisting of CART (Classification and Regression Tree), k-means, k-harmonic means and clustering.

12. (currently amended) The method as recited in claim 7 wherein said placing said customer comprises step c) ~~comprises the step of:~~
associating with said customer a vector representing a combination of a segment and a promotion.

13. (currently amended) A computer implemented method for segmenting customers by promotion, said method comprising ~~the steps of:~~

- a) recording information characterizing a response from each customer in a plurality of customers to each promotion in a plurality of promotions; ~~and~~
- b) separating said plurality of customers into a plurality of meta-segments, wherein each meta-segment in said plurality of meta-segments represents a respective group of customers sharing a common ~~having a certain~~ response to all promotions in said plurality of promotions; ~~and~~
- optimizing a promotional campaign from information of the meta-segments.

14. (currently amended) The method as recited in claim 13 wherein said recording information comprises step a) ~~further comprises the step of:~~

- a1) segmenting each customer in said plurality of customers into a segment in a plurality of segments for each promotion in said plurality of promotions, such that for a promotion there is a corresponding set of segments, wherein each segment in said set of segments represents a respective group of customers having a certain response to said promotion.

Application No.: 09/853,658
Response to OA of 06/15/05

15. (currently amended) The method as recited in claim 14 wherein said segmenting each customer of said step a1 is accomplished using a segmentation method selected from the group consisting of CART (Classification and Regression Tree), k-means, k-harmonic means and clustering.

16. (currently amended) The method as recited in claim 14 wherein said segmenting each customer comprises step a1 further comprises the step of:
associating with each customer a vector representing a combination of a segment and a promotion.

17. (currently amended) The method as recited in claim 14 further comprising the step of:
specifying a number of meta-segments based on customer demographics, wherein said customer demographics define characteristics of said plurality of customers.

18. (original) The method as recited in claim 17 wherein said number of meta-segments is specified such that the maximum number of customers are represented by said meta-segments.

19. (currently amended) The method as recited in claim 17 further comprising the step of:
executing an algorithm for determining a number of customers in each meta-segment to receive a particular promotion.